WHAT IS CLAIMED

| 1. | A | method | of co | ntr | olling | the o | communication | of |
|----------|------|----------|--------|------|---------|-------|---------------|----------|
| televisi | on j | programm | ming a | nt a | telev | ision | transmission | station, |
| said met | hod | compris | sing t | he : | steps o | of: | | |

receiving television programming from a plurality of television programming sources;

receiving programming communication instructions designating for each unit of television programming at least one from the group consisting of:

- (a) an output channel to be used in communicating said unit of television programming; and
- (b) the time said unit of television programming is to be communicated; and

communicating each unit of television programming from said transmission station to at least one subscriber according to said programming communication instructions.

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